



TRADE SHOW OPPORTUNITY



FOOD & HOTEL VIETNAM 2004

HO CHI MINH CITY, VIETNAM

The Show:

Modeled along the proven track record of Food & Hotel Asia, the new Food & Hotel Vietnam trade show has the essential ingredients of a successful trade show, with exhibits on fresh and processed foods; wines and spirits; bakery ingredients and equipment; food service and hotel equipment, furnishings and supplies; and hospitality technology and systems.

The Market:

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- Vietnam has a dynamic, well-educated population of 80 million consumers and has a stable annual gross domestic product growth rate (about 6.8 percent for 2001, 7 percent for 2002 and 7.2 percent for 2003).
 - Its retail sector sales show tremendous growth (about 8 percent for 2001, 12.5 percent for 2002 and 11.5 percent for 2003).
 - Vietnam is both an opportunity and a challenge for exporters.
 - At times, the maze of conflicting regulations is a formidable barrier to trade, but Vietnam is evolving.
 - It is becoming more integrated with its fellow members of ASEAN, the Association of Southeast Asian Nations.
 - It is implementing a wide range of market-opening provisions under the Vietnam-U.S. Bilateral Trade Agreement.
 - Vietnam is reducing tariffs to enter the ASEAN Free Trade Area.
 - Vietnam aspires to join the World Trade Organization in the next two years.
 - Consumption of imported consumer-ready food products is increasing. Vietnam imported more than \$253 million worth of consumer-ready food products in 2003, up significantly from \$239 million in 2002. Vietnam's total food, fish and forest imports were \$1.2 billion in 2001, \$1.78 billion in 2002 and \$2.2 billion in 2003.
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Dates:

Dec. 2-4, 2004

Best Prospects:

Snack foods, fresh deciduous and citrus fruits, canned fruits and vegetables, canned meat products, tree nuts, beer, wines, chilled and frozen meats and frozen poultry

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